

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85867859
LAW OFFICE ASSIGNED	LAW OFFICE 115
MARK SECTION (no change)	
ARGUMENT(S)	
The Examining Attorney continues to ignore the dominant and distinctive design element of Applicant's Mark, the additional words "CASA DO", and the small size of the words CASA DO FADO in Applicant's Mark. The law is clear in that these features must be considered, and the marks must be compared in their entireties. Applicant respectfully requests that the Examining Attorney reconsider the arguments raised in its office action response of December 18, 2013. Applicant has filed a Notice of Appeal concurrently with this response.	
SIGNATURE SECTION	
RESPONSE SIGNATURE	/Alex Patel/
SIGNATORY'S NAME	Alex Patel
SIGNATORY'S POSITION	Attorney
SIGNATORY'S PHONE NUMBER	(818) 380-1900
DATE SIGNED	06/26/2014
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Thu Jun 26 21:10:47 EDT 2014
TEAS STAMP	USPTO/RFR-74.62.241.202-2 0140626211047292117-85867 859-50036e8118617e0dd7b61 7886bef55c805926e893dc72e 98dc8ef872f426817e1a-N/A- N/A-20140626205923710336

Request for Reconsideration after Final Action To the Commissioner for Trademarks:

Application serial no. **85867859** has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

The Examining Attorney continues to ignore the dominant and distinctive design element of Applicant's Mark, the additional words "CASA DO", and the small size of the words CASA DO FADO in Applicant's Mark. The law is clear in that these features must be considered, and the marks must be compared in their entireties. Applicant respectfully requests that the Examining Attorney reconsider the arguments raised in its office action response of December 18, 2013. Applicant has filed a Notice of Appeal concurrently with this response.

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /Alex Patel/ Date: 06/26/2014

Signatory's Name: Alex Patel

Signatory's Position: Attorney

Signatory's Phone Number: (818) 380-1900

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 85867859

Internet Transmission Date: Thu Jun 26 21:10:47 EDT 2014

TEAS Stamp: USPTO/RFR-74.62.241.202-2014062621104729

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